

**Delaware Women's Hall of Fame Committee Meeting
Office of Women's Advancement & Advocacy
State of Delaware, Department of Human Resources**

Friday, March 15th, 2019
11:00 a.m. to 12:30 p.m.

Haslet Building
122 Martin Luther King Jr., South,
Dover, DE 19901
Friday, March 8, 2019
11:00 am to 12:30pm

Carvel State Office Building
820 N. French Street, 10th Floor
Wilmington, DE 19801
(Via Videoconferencing)

Members Present:

The Honorable Nancy W. Cook
Jackie Griffith
Theresa Del Tufo
Tara Smith
Kay Keenan-Wilmington
Donna Masley-Absent

Staff Present:

Melanie Ross Levin-Wilmington
Stella Harrison

DRAFT MINUTES

Call to Order & Welcome

The meeting was called to order by Kay Keenan at 11:00am. Ms. Keenan thanked everyone for being there.

Approval of Minutes from 2/8/2019 Meeting

Ms. Keenan motioned to approve the minutes and Jackie seconded. The motion passed unanimously by members present.

Review of the She's on her Way event and implications for Women's Hall of Fame

Ms. Keenan talked about the "She's on her Way" event that she attended, and how excited she was to have been there. Ms. Ross Levin talked about the four women who were honored at the "She's on her Way" event and the different ways they inspired others in their lives. She discussed having the event at Buena Vista, and how hard it was to sell tickets on Eventbrite due to the time of the event. The tickets cost \$25.00, which Ms. Ross Levin felt were reasonable. She shared how the event was promoted and how it would have been nice to have had professional photos of each of the awardees, and that the Women's Hall of Fame Committee should consider professional photos for the 2019 Hall of Fame inductees.

Ms. Ross Levin added that some attendees would more substantive food, as tea sandwiches and other light fare were served.

Ms. Ross Levin added that all applications were online for the "She's on her Way" award. There were no pdf applications used, and there were no issues related to the online applications.

There was an agreement within the committee last year that they would use PDF applications along with online applications for the Hall of Fame event. This year, the committee agreed that the applications for Hall of Fame nominees will all be online. It was agreed that if someone has a problem with the online application there will be a number on the website to call OWAA, and there should be a disclaimer to say that you cannot save the application halfway through.

Dr. Del Tufo had an objection about the online application process because people may not be computer literate in filling the application out. Ms. Keenan pointed to the special accommodations that were provided if people needed help.

The Hall of Fame application was changed from two versions, which was the regular application and the posthumous application. Now, a new application has been added called self-nomination application. The new application would allow anyone to nominate themselves. Ms. Ross Levin explained how she has to work with DTI in order to get the applications online, and if she were to use PDF applications, there would be six applications that people would have to choose from. The application is in its final draft and Tara Smith, (committee member) is editing the applications and will send it back to Melanie, who in turn will send it back to DTI for posting to the website in April.

Ms. Ross Levin talked about contracting with Ivan Thomas to create a video to help increase applications. The idea still has to be approved by Secretary Johnson. Ms. Ross Levin also discussed a video that would gather all the former Hall of Fame recipients to tell their stories.

Ms. Keenan would like each committee member to have at least 10-20 flyers to put around in several businesses for advertisement of the Hall of Fame application window. Dr. Del Tufo would also like the flyer to be added to the website. Ms. Ross Levin stated that she would talk to Shaleah about doing different graphics for a flyer. Melanie talked about getting designer pins for the former winners of the Hall of fame instead of flowers. The purchasing of the pins have been finalized.

Ms. Ross Levin noted that Equal Pay Day is on April 2nd, and paid parental leave for state employees becomes effective on April 1, 2019.

Soliciting former Hall of Fame nominators

Ms. Griffith stated that the people who nominated a person last year who wasn't selected may be discouraged to nominate someone again.

The committee agreed that if someone who didn't get nominated last year should re-apply this year.

Sponsorship updates

Melanie looked at Dancing with the stars and concluded that the sponsorship levels should be:

\$2500 (Women's Advancement)

\$1000 (Women's Prosperity)

\$500 (Women's Equality)

\$250 (Women in Leadership)

\$150 (Women helping Women)

This was just a draft of what the committee could do with sponsorship levels, and Ms. Ross Levin wanted to note why people would like to give money to this event. She added that other businesses put their sponsor levels at gold, silver and bronze, but she came up with different leading qualities about women. The Department of Human Resources (DHR) allocated a lot of money to the Hall of Fame event last year, due to OWAA being new and not having a lot of funds. However, DHR cannot provide as much funding in 2019 as it did in 2018. Ms. Ross Levin talked about the ticket prices last year, how a lot of tickets were given away, and about certain things that were a one-time cost and will not have to be paid for this year for the Hall of Fame event.

Ms. Keenan would like to add another level of sponsorship that would give another person a ticket who cannot afford a ticket. Ms. Griffith suggest putting the names of women who are sponsoring other women in the Hall of Fame Program. Kay said that \$150 sponsor level ticket should have an attachment for someone who can't afford a ticket.

Ms. Ross Levin discussed assigned seating from the Hall of Fame event 2018. She asked if there should be special seating for those who pay the top level. Ms. Keenan felt that top level sponsors should get special seating. Ms. Ross Levin will send the finish sponsorship form out to the committee members for their approval. Melanie talked about having the committee bring in sponsors. Ms. Griffith stated that Delaware State University would sponsor at the Women's Advancement level.

It was agreed by the committee for every member to do one level of sponsorship. Ms. Ross Levin would like the committee members to help her with information on past hall of fame winners so they can be contacted.

Action Items from meeting:

1. Ms. Ross Levin will get applications finalized and posted on the website.

2. Flyers announcing the nomination opening will be created and mailed to the committee for their distribution.
3. Ms. Ross Levin will finalize contract/project with Ivan Thomas.
4. Ms. Ross Levin will send finished sponsorship form to the Committee for their approval.
5. Committee members would help Ms. Ross Levin get in touch with former Hall of Fame winners.

Next Meeting: Undetermined

Kay motioned to adjourned, all approved. None opposed.